💡 **From Learning to Earning: The Turning Point for TruckSuvidha**

For the first 6 months of TruckSuvidha, our journey was about learning, experimenting, and improving every single day.

- Ishu was out in the startup world - attending events, meeting investors, learning the language of funding and scale.

- Amit was grounded in execution - building relationships with transporters, brokers, fleet owners, and ensuring the platform delivered real value on the ground.

Every day, we brought these two worlds together. One shared investor insights, the other shared customer realities. This daily exchange became the rhythm of TruckSuvidha.

But after 6 months, we faced the big question every startup must eventually answer:

👉 **How will this business sustain itself?**

🚛 Traction was there.
💸 People were happy using the platform for free.
But traction without revenue cannot fund growth.

That's when we decided: starting FY 2015–16, TruckSuvidha must start monetizing.

The challenge was not just about charging money. It was about finding the right model - balancing adoption, value creation, and sustainability.

This was the beginning of a new chapter. From *learning* → to *earning*. From just solving a problem → to building a business.

Because in startups (and in logistics), one truth stands tall:
Ideas may get you traction, but only execution + revenue keeps you moving.

#Sustainability #StartupJourney #Entrepreneurship #Monetization #TruckSuvidhaJourney